

## Message Text

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ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 USIA-15 CIAE-00 INR-10 NSAE-00

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R 191125Z JUN 74

FM AMCONSUL RIO DE JANEIRO

TO USDOC WASHDC

INFO SEC/STATE WASHDC 874

AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

AMCONSUL RECIFE

UNCLAS RIO DE JANEIRO 2235

FROM MISSION DIRECTOR

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: U.S. TEXTILE MACHINERY TRADE MISSION - BRAZIL

REF: RIO CABLE 1809 5/17/74

1. MISSION TERMINATED IN RECIFE WITH MOST MEMBERS  
REPORTING OBJECTIVES ACCOMPLISHED AND HIGHLY COMPLIMENTARY  
OF THE PROMOTIONAL TECHNIQUE. EXCELLENT SUPPORT SERVICES  
PROVIDED BY SAO PAULO AND RIO.

2. SAO PAULO VISIT COMMENCED WITH BRIEFING SESSION BY  
CONSULATE OFFICIALS OUTLINING BRAZILIAN MARKET AND  
FINANCING FACILITIES. ONLY SMALL NUMBER OF INDIVIDUAL  
APPOINTMENTS DUE TO TEXTILE EXHIBIT, WHERE OUR POTENTIAL  
PROSPECTS TIED UP WITH THEIR OWN CUSTOMERS.

3. VERY SUCCESSFUL RECEPTION BROUGHT OUT SENIOR  
EXECUTIVES OF NUMEROUS TOP FIRMS, INCLUDING ALPARGATAS  
FROM RECIFE. PIEDMONT ENGINEERS MADE CONTACT WITH  
MATARAZZO GROUP AND WERE ASKED TO BID ON MAJOR  
PROJECT. WARD OF AMATEX TOOK NOTE OF TWO POSSIBLE  
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BUSINESS VENTURES.

4. TWO MISSION MEMBERS SEEKING REPRESENTATION SIGNED AGENTS. PELLORIN MILNOR MADE IMPORTANT SALE TO NORFIL SOCK COMPANY. FIBER CONTROLS SIGNED LARGE CONTRACT. MANY MEMBERS HAD LONG TIME AGENTS IN THIS MARKET AND WORKED WITH THEM.

5. ON TUESDAY, MISSION BRIEFLY TOURED FENIT TEXTILE EXHIBIT AND WERE RECEIVED BY FAIR EXECUTIVES. SEVERAL MISSION MEMBERS MADE VALUABLE CONTACTS WITH CUSTOMERS AT THE FAIR. WEDNESDAY OCCUPIED BY FOLLOW-UP CALLS. CONSENSUS OF MEMBERS IS THAT INTENSIVE FOLLOW-UP ACTIVITY IS REQUIRED TO MEET THIRD COUNTRY COMPETITION.

6. IN OPINION OF MISSION MEMBERS HIGHLIGHT OF MISSION'S VISIT TO RECIFE CONCERNED UNCOVERING MAJOR TEXTILE INDUSTRY EXPANSION PROGRAM OF BRAZIL'S DEVELOPMENT AGENCY FOR THE NORTHEAST (SUDENE). EXPANSION PLAN INVOLVES INVESTMENTS THAT COULD TOTAL \$1 BILLION AND WOULD INCLUDE LARGE PURCHASES OF IMPORTED EQUIPMENT. ALTHOUGH MUCH OF PLAN IS STILL CONFIDENTIAL MISSION RECEIVED VALUABLE DETAILED INFORMATION ON PROJECT DURING TWO HOUR MEETING WITH SUDENE TEXTILE CHIEF, VALFRIDO SALMITO WHO CANCELLED PLANNED DEPARTURE TO BRASILIA TO MEET WITH MISSION. RIO WILL FOLLOW-UP TO ACQUIRE DETAILS ON INDIVIDUAL PROJECTS AND INDIVIDUAL INVESTORS NOT DISCLOSED AT MEETING.

7. ALTHOUGH SMALL NUMBER OF INDIVIDUAL APPOINTMENTS IN RECIFE, MARSHALL AND WILLIAMS CLAIMED EXCELLENT MEETING WITH RECIFE TEXTILE FIRM COTONIFICIO TORRE S.A.; CAROLINA MACHINERY REQUESTED TO BID FOR SALE OF BLENDING AND CLEANING MACHINERY; ROCKWELL INTERNATIONAL MADE IMPORTANT CONTACTS IN RECIFE AND HAD ITS TWO AGENTS FROM SAO PAULO MAKING SEPARATE CALLS OUTSIDE OF BIC. PIEDMONT CLAIMED GOOD APPOINTMENTS WITH LOCAL ENGINEERING FIRMS. ALL MISSION MEMBERS PLEASED WITH OPPORTUNITY TO TOUR NEW SANTISTA PLANT.

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8. RECIFE VISIT NOT WITHOUT DIFFICULTIES. SMALL NUMBER OF INDIVIDUAL APPOINTMENTS AND POOR ATTENDANCE AT MISSION RECEPTION AND AMERICAN CHAMBER OF COMMERCE RECEPTION. MOST PROBLEMS DUE TO TIMING OF MISSION'S VISIT TO RECIFE AND OTHER COMPETING EVENTS THAT INCLUDED (1) CORPUS CHRISTI RELIGIOUS HOLIDAY ON FIRST DAY - THURSDAY; (2) BRAZIL'S WORLD CUP FOOTBALL MATCH; (3) CHANGE OF STATE GOVERNMENT ON

THURSDAY AND FRIDAY AND HOMECOMING FOR NEW GOVERNOR  
IN RECIFE ON SATURDAY.  
MILLER

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